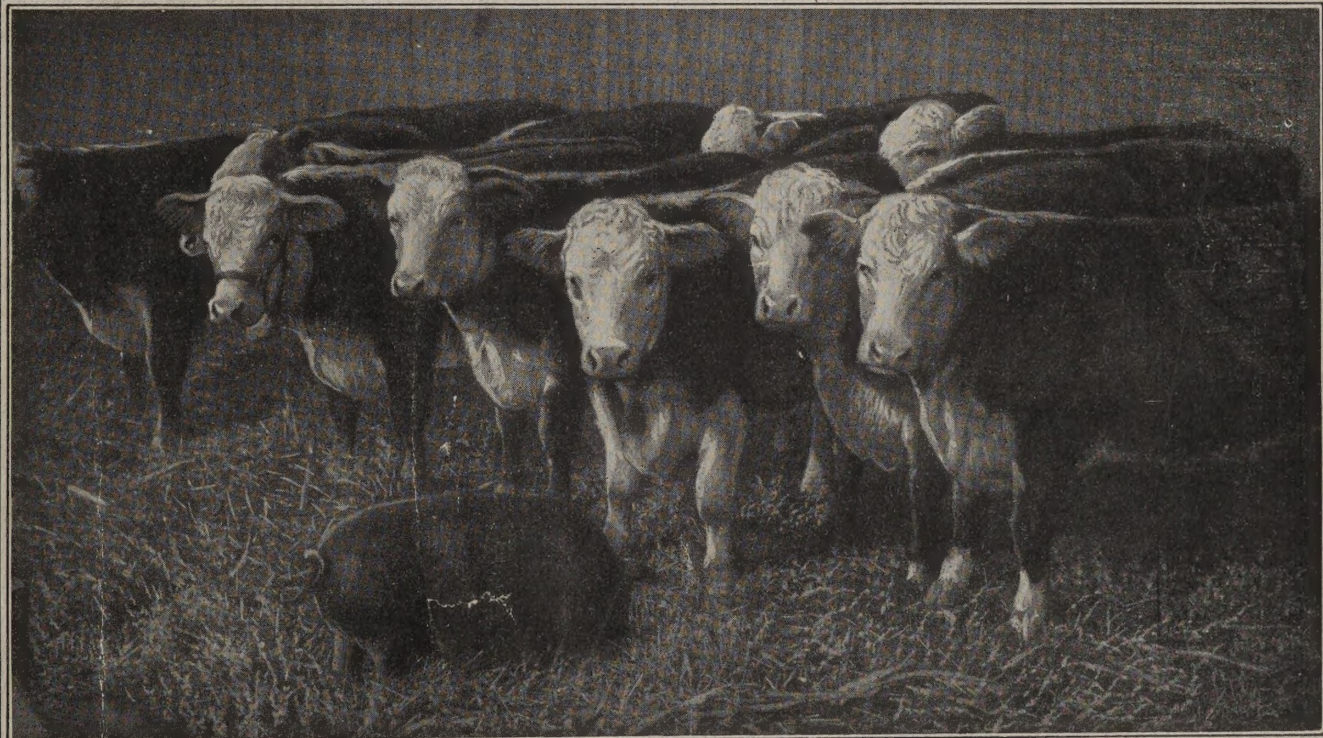


S.M.S. CALVES *AND* YEARLINGS.

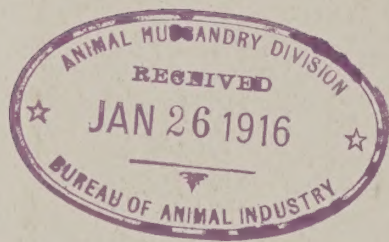
CATTLE WITH AN OUTCOME



HOW S-M-S CATTLE FINISH IN THE CORN BELT

SWENSON BROS.
F. S. HASTINGS, MANAGER.

STAMFORD-TEX.
JONES CO.



A LITTLE BOOKLET WHICH TRIES TO TELL ABOUT

S. M. S. Cattle

AND HOW THEY ARE HANDLED

SWENSON BROS.

FRANK S. HASTINGS, Manager

Stamford (Jones County), Texas



The Chuck Wagon.



Typical Pasture Scene—S. M. S. "Round-Up."



In S. M. S. Branding Pens. Branding, Dehorning, Castrating—all done at age of one to three months.



Copyright by Erwin E. Smith.

THROWING A HERD ON WATER.

The above picture is used through the courtesy of Erwin E. Smith, of Bonham, Tex., who has made the greatest collection of range pictures in America. This picture may be had of him in enlarged form and is the finest thing in ranch photography we have ever seen.



S. M. S. Calf Herd on way to S. M. S. Shipping Pens. An ideal place to water a herd.



S. M. S. Branding Pens. The Crew at Work.



S. M. S. Cows and Standard Calves separated just before Calves are started on trail for shipment.



A Stock Water Rain.



S. M. S. Pasture Scene—Late Fall.



S. M. S. Pasture Scene—Cutting Out the Cows—Standard Calves.



S. M. S. Calves in Feed Lot, J. P. Stevenson, Sabetha, Kas. Photo taken soon after arrival from Texas.



S. M. S. Yearlings in Feed Lot, Frank J. Kallal, Jerseyville, Ill. A selection from this bunch won many prizes, International, 1910.



S. M. S. Fat Yearlings in Corn Belt. Ready to Ship.



S. M. S. Yearling Heifers on Chicago Market. Fed by Charles Batchelder, Warrensburg, Ill.



S. M. S. Fat Two Year Olds. Fed by J. K. Teare, Monmouth, Ill.



S. M. S. Yearlings. Getting Ripe in the Corn Belt.



S. M. S. Roan White Faces. Fed by W. W. O'Bryan, St. Paul, Kas.



S. M. S. Yearlings in Pasture of J. B. Camp, Harristown, Ill. Taken from us as Calves.



Fat S. M. S. Yearlings. Fed by J. K. Teare, Monmouth, Ill.



Chicago International, 1904. S. M. S. Champion Feeder Calves. Won Grand Championship for Feeders Over All Ages and Breeds.



The Grand Champion S. M. S. Feeder Calves, International 1904, in Dan'l Black's Pasture, Lyndon, Ohio.



An Individual. S. M. S. Champions International 1905. Fed by Daniel Black, Lyndon, Ohio.



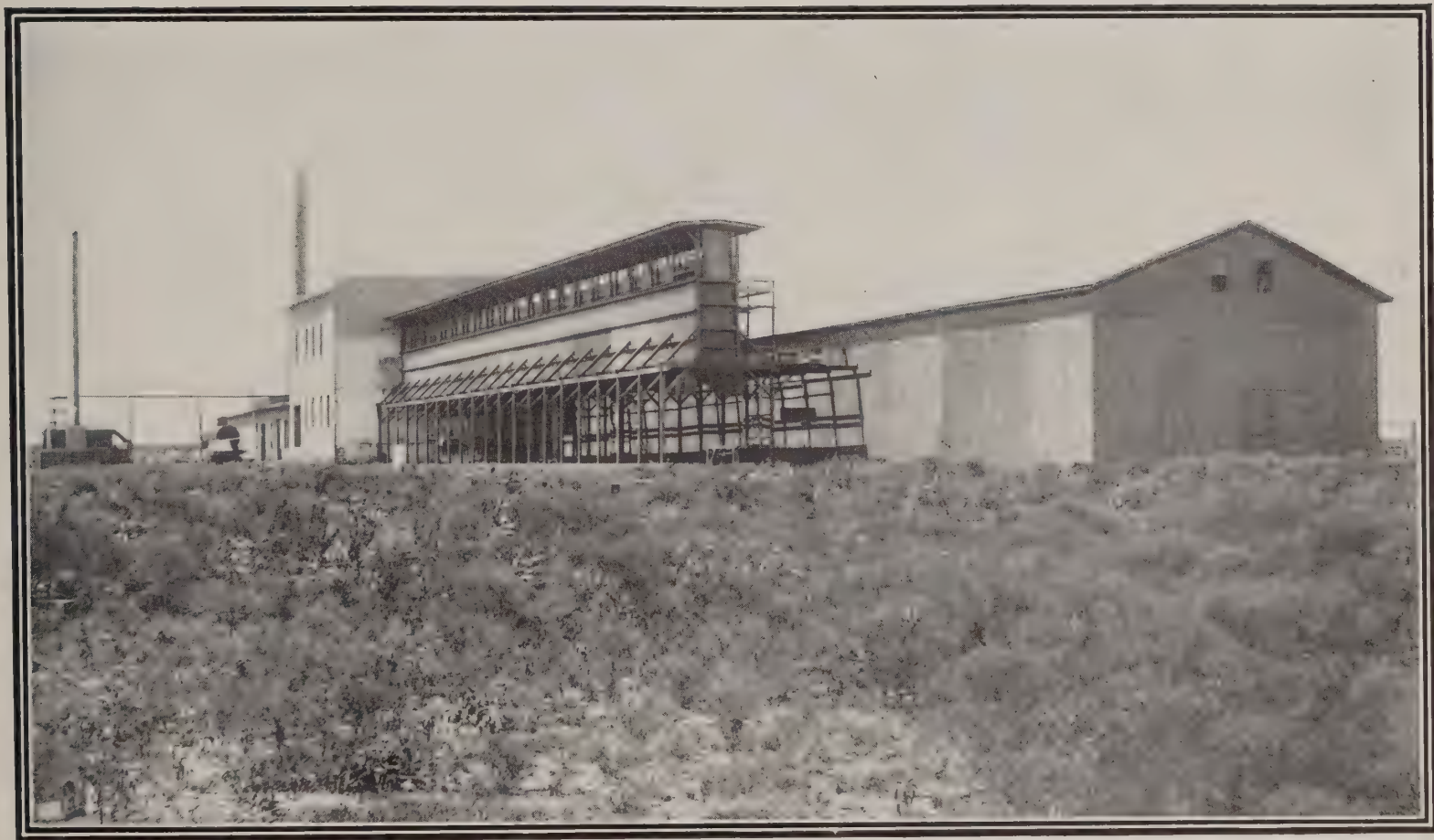
Chicago Stock Yards, International, 1907. Selling the Champion Load of S. M. S. Short Horn Fat Yearlings. Fed by Isaac G. Funk, McLean, Ill.



A Model Steer. S. M. S. Yearling Steer Selected by Prof. Plumb as Model for Class Instruction, Ohio Agricultural College.



Feed Distribution from Automatic Car. Capacity 50,000 lbs. per Hour. Special Attention is Asked to the Way Cattle are Strung Out—Which Means that Car has Distributed Something in the Bunkers and is Making a Back Trip to Distribute More. Cattle Pay No Attention to the Car After the First Day or Two.



S. M. S. Mixer Plant and Feed Storage Bunkers. The Mixed Feed Reaches Bunkers by Conveyors and is Dumped as wanted into Automatic Distributing Feed Car.



The Home.



The Barn.



Iron Pool Fed by Windmill.



A Spur Ranch Field of White Kaffir Corn. Note the character and abundance of grain and roughness.

Scenes from a Representative Small Ranch. The Spur Ranch Offers Wonderful Opportunities for Similar Ranches, in Extent to Suit the Purchaser. The Other Scenes in this Booklet are Typical of the Spur Ranch Country, as Illustrations are Made from Views at Neighboring Ranches.

Announcement

Ten years ago we began to market S. M. S. Calves and Yearlings direct with the Corn Belt Feeders, and during that time we have at intervals issued booklets descriptive of our cattle and methods of doing business.

This booklet, issued during the summer of 1912, is the fifth issued, and the first since the summer of 1908. It is intended to cover comprehensively what our experience has taught us people interested in our cattle want to know along general lines.

We will always issue a season circular about August first, giving pasture conditions, the detail of season's offering, and any correction or changes from the general data given in Booklet.

Prices will be made only upon application.

We have tried, in this booklet, to cover carefully the things possible buyers are likely to want to know, but we court inquiry for special information or the explanation of anything which may not be clear, and will gladly answer all letters of inquiry, no matter how remote the writer's intention of buying may be.

Our Business

Everything sold under the S. M. S. Brand is absolutely our own Breeding. We have never put that Brand on any animal not bred by ourselves, except Registered Bulls or Cows, since the foundation of the herd, in 1882. Our business, therefore, is the sale of our own production, sold almost exclusively in the calf or yearling period, except as outlined in paragraph "Sale of Heifers and Breeding Females." See paragraph "S. M. S. Sale Cattle" for particulars as to age and dehorning; also see paragraph "S. M. S. Standard and Commercial Average," and paragraph "Separation into Breed Characteristics," as to how cattle are shaped up for shipment.

Brands and What S. M. S. Signifies

We are often asked what S. M. S. means. The founder of the S. M. S. herd was the late S. M. Swenson, father of the members of the firm, Swenson Bros. He followed a very common custom, in the range cattle business, of using his own initials for his registered brand; branding a backward S with M on the left side and backward S on left hip. This brand is still used, except that it has been very much reduced in size and we now use 3½-inch letters; the brand, however, grows with the animal. We reserve the right, at any time, to drop the S. M. and brand S. only on the hip, and any cattle delivered by us so branded are absolutely identical with cattle branded S. M. S. These are simply pasture problems which we will be glad to explain to any one, but will not burden this booklet with.

We brand, dehorn, and castrate at the same time—see “Dehorning.” All S. M. S. Cattle carry an ear mark, underslope of left ear.

Terms

S. M. S. Cattle are all sold for cash and at a price per head free on board cars, Stamford, Texas, when taken from ranches near Stamford, or free on board cars at Paducah, Texas, when taken from our Tongue River Ranch, a tract of 100,000 acres in the four corners of Cottle, King, Motley and Dickens Counties, Texas, or free on board cars at Spur, Texas, if taken from our Crosby County pasture, a tract of 120,000 acres twenty miles west of Spur, Texas. We guarantee, however, that unless in quoting prices we say something to the contrary that the rate from any shipping point will not exceed the rate from Stamford to same destination. S. M. S. Cattle are uniform in all pastures, and are simply one herd divided as pasture conditions may suggest.

Two Dollars per head advance money, as part payment, is required when order is placed, and a letter from buyer's bank saying that balance will be paid, or that buyer's check for amount will be honored when cattle are shipped. We ship cattle, send invoice, and buyer remits to cover balance.

When the order is placed so near the time of shipment as to prevent sending advance money, as for instance a wired order—then it is only necessary for buyer to have some bank wire, guaranteeing payment.

It is useless, either in a letter or wire, for bank to add any condition, such as, "If as represented," or "With Bill of Lading attached to Sight Draft," which, in substance, would be to send the cattle subject to approval.

We will not, under any circumstances, make a delivered price or assume any risk in transit, and S. M. S. Cattle are never in any sense shipped subject to approval.

We much prefer to have buyers come in person to receive their cattle, but if they fail to do so we can not attempt to become responsible for any disappointment upon arrival.

We urge, however, that if the buyer has any misgivings about the cattle or our methods that he will not send an order, and if in turn we find anything in the correspondence which suggests that the buyer has his misgivings we shall decline to accept an order.

We use the above simple methods to reduce to a minimum the likelihood of giving dissatisfaction, and to avoid all complications as to payment, and they apply regardless of whom the buyer may be.

Buyers

We feel that every buyer should make one trip of inspection, not necessarily at a time near delivery, but any time from June 1st to October 15th. We can show him, in one day if necessary, all that he will want to see. For instance, he can reach Stamford about 8:00 a. m.; we can leave in our machine as late as nine o'clock, go to our Throckmorton County Ranch, 35 miles distant, show him all over that ranch of 100,000 acres with all the time he needs to see all classes of cattle satisfactorily and return to Stamford by 7:00 p. m., in time to catch either of two evening trains out.

A careful inspection of the breeding herd leaves very little guess work about the young stuff.

It is suggested that a buyer think of it as an outing and bring his wife along—there are no hardships—good hotels, sleeping cars in and out, fine automobile roads and a beautiful country, and it does not matter a particle whether an order is placed or not, the welcome is just as strong either way.

We ask buyers to expect to find, in the S. M. S. Herd, a great lot of breeding cows and bulls—strong-boned, large-framed cattle; cattle of excellent growth and true breed color; good backs and general beef instinct, averaging from twelve to sixteen crosses, and practically full blood from a beef standpoint. Cattle as good as are to be found in America raised in quantity in large pastures.

S. M. S. Breeding Herd

We do not breed anything younger than two-year-old Heifers. The S. M. S. Breeding Herd was founded in 1882, upon a lot of selected Texas Cattle and some Cross-bred Shorthorn and Hereford Heifers brought from the North. In that same year Registered Hereford Bulls were drawn from some of the great herds; bulls whose dams and sires are vital in Hereford history and whose blood is today in the great prize winning herds of both England and America.

The policy of good bulls has been followed unremittingly since the foundation of the S. M. S. Herd, and drafts have been constantly made from the best American herds and English importations, covering a very wide range of registered thoroughbred breeding, and we also have an S. M. S. Thoroughbred herd of our own.

In the accumulation of S. M. S. Breeding cows we have worked persistently upon the greatest force in breeding—"THE LAW OF SELECTION." We have kept only our best, sending the undesirable female to the block, as far as possible, at an age before maternity. A constant culling in all cattle occurs from a quality standpoint, and the average age is kept down to strong, vigorous dams. We appreciate the advantage of and necessity for good sires, but go beyond that into the conviction that great dams are of equal importance and that the breeder of anything that lives cannot afford to lose sight of maternity's influence in breeding. Good sires may be had by going into market on short notice. A great cow herd can only be had by accumulation. The S. M. S. Breeding Herd represents the top of twenty-six years improved breeding, and is practically pure bred from a beef standpoint, averaging twelve crosses or 99 9-10 per cent pure.

The Basis and Distinct Feature of S. M. S. Breeding Herd is Hereford

We have always believed in a Shorthorn undercurrent in large pasture work, and from the start have, by the use of good Shorthorn Bulls and selected Shorthorn Heifers, thrown a strain of Shorthorn through the entire herd, which we estimate at not less than 10 per cent and not more than 15 per cent. We must make ourselves plain, however, that the S. M. S. Herd is intensely Hereford and that 90 to 95 per cent of our calves show distinct Hereford characteristics, but that all have the Shorthorn undercurrent. There are no off colors in the S. M. S. Herd. Every animal shows either distinct Hereford or Shorthorn characteristics—there are some distinctly spotted animals which are usually so good that some buyer present takes them, otherwise they go into the cut.

The Hereford-Shorthorn undercurrent breeding policy is a breeding problem with which we will not attempt to burden this booklet, but will be glad to give anyone our views about it upon application. We feel, however, that our results vindicate its use.

We study, very carefully, all the time, the outcome of S. M. S. Cattle, and follow every load, so far as possible, to obtain the actual market result, and the feeder's estimate of the cattle.

We watch specially the cut back end and an illustration may be of interest.

In the fall of 1910 we sold to W. W. O'Bryan of St. Paul, Kansas, 323 head cut back and short age yearling steers. He wintered them very lightly and grassed them until October, 1911, when they were put onto full feed and began to reach market about the middle of December, and from that time until February they brought right along with the top of that class of cattle at average weights of 950 to 1,000 lbs.

We visited Mr. O'Bryan's feed lot about January 1st and, aside from the fact that our cut back carries some mismarked and spotted cattle, we would have been perfectly willing to show the cattle as representing the herd. And if our cut back, the scum of our production, will show that sort of a result we feel that our breeding policy is at least not dangerous.

S. M. S. Standard and Commercial Average

All of our effort has been to produce cattle of a practical commercial average quality worthy a place in any Corn Belt Feed Lot; no topping or selecting of any character is permitted. Every buyer gets absolutely the same average whether he comes in person or sends an open order. Some buyers who come in person think they are entitled to or will get an advantage on that account and we are besieged with inquiries for selected loads, but for all we have the one answer, that to top or select in the smallest way puts a curse on the balance of the offering, and will not be done.

S. M. S. Standard is the run of the herd after all short ages are thrown out and a 10 per cent cut made from a quality standpoint; all cripples or otherwise unmerchantable cattle are thrown out in addition.

We are sometimes asked how we can give every buyer an average and yet sell in one or more car lots; and the answer is a very simple one. We do a retail business in the actual quantities sold to one buyer, but we handle the whole product of any single ranch at once, or throw the product of two ranches together. See paragraph "Pastures and Shipping Facilities." We are, therefore, in effect handling the cattle all at once as though they had been sold to one buyer, and the only cattle of any class sold left in the pasture are the few misses in gather, which we either clean up as a remnant later or let go over until the next season.

S. M. S. Sale Cattle

The dominant feature of our business is the sale of the spring brand steer and heifer calves at weaning time—calves born by June 1st and shipped from November 1st to November 15th. This delivery includes a limited winter drop with the bulk dropped between March 20th and June 1st; most of them in April. We avoid, as much as possible, the March calf. Forage is usually most scarce in that month; the cow is at her weakest, and cold rains or sleet are most likely. The May calf, while perhaps at some dis-

advantage as the youngest, arrives in the midst of plenty, develops well and is a most desirable calf. These calves will average six months old November 1st.

Our Yearling stuff is, in the main, the calf dropped after June 1st of the preceding year, and winters at foot with dam. Ten years' experience with these cattle in Corn Belt Feed Lots has demonstrated such satisfactory results that our limited offering is usually booked very early in the season.

Usually we sell our yearlings for fall delivery, but sometimes we sell a part or all of them for June delivery; when part are sold it is always the whole product of one ranch.

We have a few two-year-old steers every year, but they are so few and not enough to establish a standard on, and are never sold except to some buyer who is here in person or one who has seen them in previous years.

Separation Into Breed Characteristics and Shaping for Shipment

After cattle have been trimmed up as per description in paragraphs "S. M. S. Commercial Average" and "S. M. S. Sale Cattle," we divide into cattle showing distinct Hereford character and cattle showing distinct Shorthorn character, and this is done absolutely without reference to quality. Mottled or Brockle Faces, unless showing very distinct Shorthorn character, go into the Herefords. The roan white face is often claimed by both the buyers of either class and we reserve the right to throw them in either class. We will not, however, put them in any load if the buyer prefers them out. For instance, we have had a buyer say that with only one or two in they spoil the appearance of a red load or a Hereford load. We usually sell them all to whoever takes all the Shorthorns. Price for both classes is the same.

Naturally there are a limited few that would go into either class. In the main, however, the breed characteristics are so well defined as to leave no room for argument, and if we can not decide it any other way we throw it into the cut which is always sold on its own basis, and only to buyers who are here in person, or know the herd so well from previous visits as to understand what they will get.

After the cattle have been shaped up they are thoroughly milled before being penned and milled again in the large receiving pen before being chopped up into carloads. They are never, under any cir-

cumstances, strung out and chopped off. Cattle handled as above described are so fairly divided that we have never had a buyer present who did not accept without question any car that fell to him.

When cattle are shipped from Stamford they have been shaped up in our own extensive system of feed pens, and we can show a buyer his particular car before shipment, but when trailing a herd into Paducah or Spur we can not show him his particular car until just before it is loaded.

Pasture Weights and Shrink in Transit

Almost every inquiry asks for probable weights in the pasture or at destination. Our cattle are scattered over four hundred thousand acres, and the only opportunity we have to form any idea of weights is by taking test weights at time of shipment, and asking our customers to give data about weights when cattle are received, and that data varies so much with the time weights are taken after arrival that we can not quote any of it satisfactorily. Naturally weights will vary from season to season, with pasture conditions and percentage of early calves.

Our experience in taking test weights during the past ten years suggests that S. M. S. Standard Steer Calves will show from 375 to 400 pounds pasture weights November 1st, and that S. M. S. Standard Yearling Steers will show from 550 to 600 pounds pasture weights November 1st. We have never taken any test weights of yearling steers shipped in June. Weights at that time will vary more with the season than November weights, and they respond so wonderfully during the summer that it is difficult to look at them in the spring and reconcile their appearance at that time with their fall condition, and for that reason we are more likely to insist that the Corn Belt buyer who does not understand range conditions come in person in June than in the fall when cattle are usually in their maximum condition.

We shipped in June, 1912, the first yearlings that we have sent to the Corn Belt at that season. None of the buyers came in person and all but one, a buyer of one car, have written that cattle are satisfactory. There were eight buyers and 14 cars.

Young grass cattle shipped from Texas to the Corn Belt shrink heavily, but give them ten days or two weeks with fair conditions and they are usually back to Texas form, and it is only fair to the cattle to

give them a chance to come to themselves before passing judgment. Sometimes buyers take weights just as cattle arrive and we have known calves to shrink 65 pounds by actual test from a fair fill Stamford to empty upon arrival and back to Texas weights in ten days. All feeder cattle bought in market are weighed at option of seller and are, therefore, naturally paid for upon a maximum fill, and feeders usually take that as their basis of comparison between purchase and sale weights. It would, therefore, seem fair to the feeding record to weigh our cattle after giving them a reasonable chance to come to themselves, and in the matter of calves it must be remembered that they have just had the punishment of weaning and driving from pasture to shipping point in addition to the long shipment. It is certain that the buyer who sees the cattle for the first time at destination as they come out of a dirty stock car after a trip of perhaps a thousand miles sees them at their worst, and we have never had but one buyer write us that he had been dissatisfied, and he has since re-ordered our cattle.

There is practically no difference in weights between our heifer and steer calves, or heifer and steer yearlings since the heifers usually run a little the fatter.

We offer the foregoing as the result of our experience, but under no circumstances will we permit that data to become the basis of any implied or actual guarantee as to weights. The buyer at all times has the privilege of coming in person and do his own guessing, and if he waives that privilege we can not be responsible for any disappointment. Our season circular will always give general conditions as to pasture and should always be taken in conjunction with the foregoing. We wish to repeat here, however, that unless a buyer is prepared to accept this statement with a reasonable leeway we do not want his order.

Open Orders

While we much prefer that buyers come in person, the bulk of S. M. S. Cattle are sold upon open order and shipped without buyers seeing them until arrival at home. It is an exceedingly difficult thing to convey an adequate idea of cattle by correspondence. A calf which may fairly jump into one's eyes when seen in the pasture may look pretty hard after his punishment of weaning and shipping from 1,000 to 1,500 miles. That this calf does well and is an endorsement for us eventually has been demonstrated so many

times we have no misgivings about his outcome. We permit no topping; a buyer, whether present or absent, whether a personal friend or a new acquaintance, gets the same treatment. We do not put this upon any high moral plane, but just good, common-sense, horse judgment, that to do a continuous business we must "tote fair." We have succeeded far beyond our expectations; open order buyers have been most generous in writing that cattle have not only been satisfactory, but beyond expectations, and the percentage of return orders is most gratifying. We shall appreciate having parties who are sending open orders for the first time ask us every conceivable question. We much prefer not to fill the order at all than have any discussion about it when filled, and to that end if we discover in the correspondence any indication that the buyer does not feel just sure we will refuse to book order unless he comes in person.

No buyer has ever made any complaint and only a few times in the history of our business have buyers ever written anything which has made us regret shipping them, and then they have always disclaimed being dissatisfied. Perhaps we are ultra sensitive about it, but we can sell all the cattle we can produce to people who do know what they are, and we want to be very sure that any new customer is pretty well satisfied not only that he will get cattle to suit him, but that he will receive absolutely fair treatment.

When cattle are shipped in the spring we are quite likely to insist that buyer come in person, because very few Corn Belt feeders know anything about the condition of cattle in the spring which have wintered without much help in large pastures.

We say this because one customer who has had our cattle in the fall for years has said some rather unkind things about a load of yearlings shipped this spring, and we don't want to give anyone else a chance to make the same sort of comment. We may, therefore, refuse absolutely to ship any cattle in the spring unless buyers come in person.

United States Inspection and Health Certificate

S. M. S. Cattle are all shipped under a certificate issued by an officer of the U. S. Bureau of Animal Industry which permits them to go anywhere in the United States. The certificate is attached to waybill and accompanies the cattle to destination.

All of our ranches except the Throckmorton Ranch are above the Federal quarantine line and cattle

proceed from them without dipping. Cattle from the Throckmorton Ranch are brought to Stamford and dipped in the government arsenical dip, which is really a benefit to the cattle, and every buyer who has had cattle dipped in the arsenical solution prefers to have it done, as it kills lice and warbles and seems to make the cattle generally comfortable.

Vaccination

We do not vaccinate, but will furnish, upon application, a dose of Parke, Davis & Co.'s Blacklegoids for every calf we ship. We do not vaccinate for several reasons: First, because a reaction follows vaccination and if done just before shipment the animal has temperature during shipment and is being punished at a time when it should have perfect rest; second, vaccination is not a specific—it is simply the only means recognized as having any protective value. If by any chance blackleg should occur after we had done the work a buyer could not avoid wondering if it had been properly done. It is impossible for us to ship a calf with blackleg. We furnish the vaccine and the buyer has only himself to blame if the work is not properly done. This plan has proven satisfactory all around.

Pasture and Shipping Facilities and Shipping Points

S. M. S. Cattle are produced in four distinct large pastures, each of which is subdivided into many smaller pastures. Our total acreage is about 400,000 acres, comprehending some of the finest lands in Texas. We never overstock; the prairie dogs have been exterminated and no expense has been spared for a water distribution within easy grazing distance. Forage and feedstuffs are provided for such winter assistance as may be needed and every favorable condition has been supplied for the health, comfort and development of S. M. S. Cattle.

Our cattle are uniform in all pastures and are interchanged as occasion suggests or the yearling heifers are often all assembled in one pasture to avoid keeping so many lots separate.

Our Tongue River pasture, 100,000 acres, is in the four corners of Dickens, Motley, Cottle and King counties. We ship all cattle from that ranch from Paducah, Cottle County, Texas, eight miles from the northeast corner of the ranch, at which point we have large corrals for penning several different lots, and in event of any delay we have good grass and water to hold the cattle on. Our Crosby and Garza County pasture is a tract of 120,000 acres, twenty miles west of Spur, Texas, in Dickens County. We usually throw all the sale cattle from that ranch to the Tongue River ranch and ship the cattle from both pastures at once; the plan, however, might be changed and in that event we would ship from Spur, Texas.

Our Flat Top ranch, a tract of 50,000 acres, is five miles west of Stamford and our Throckmorton ranch, a tract of 110,000 acres, is 35 miles northeast of Stamford, in Throckmorton County. We ship the cattle from both of these ranches from Stamford, where we have private shipping pens, and feed pens with unusual facilities for handling cattle. See paragraph "S. M. S. Feed Pens and Mixer Plant."

Dehorning

All S. M. S. Cattle except bulls are dehorned when from one to three months old, at which time they are also branded and castrated.

Domestication and Acclimation

Any ordinary Corn Belt fence will hold S. M. S. Cattle; they handle very soon as easily as natives, and we never have any complaint as to domestication. There is, however, a simple rule that is well to remember when handling cattle bred in large pastures, and that is never try to do anything with one by itself; if one gets out turn another one to it and it will drive anywhere. S. M. S. Cattle will stand exposure or hardship better than native cattle. We have shipped them all over the United States and in all sorts of weather. We have never had a complaint and have often been told that they wintered better than natives, certainly as well.

Attendants in Transit

When possible we send an attendant all or part of the way with cattle without expense to buyer, but can only do so when we have sufficient number of cars in one shipment to warrant.

We usually have train loads as far as Kansas City or East St. Louis in the regular shipping season made up of a number of one to three car lots, and with such trains an attendant is always sent. The sending of an attendant does not in any sense place any responsibility upon us for losses in transit; all cattle go forward at buyer's risk.

The sending of an attendant varies so much with season and circumstances that we will make it the subject of correspondence in each individual case. It is, however, our disposition to send an attendant at least to the basis or diverging points, like Kansas City and East St. Louis.

Feed En Route and Time in Transit

The usual time in transit between Stamford or Paducah and Kansas City is 60 hours, and St. Louis 72 hours, including stops for feed. There is rarely more than one feed to Kansas City, but usually two for St. Louis. Buyers should allow one day at either point and can figure pretty well from this basis the time from there on.

Feed charges vary, but will not usually exceed \$3.00 per car; extra bedding is, however, sometimes necessary and may be charged for.

Number of Head Per 36-Foot Car

Calves for November shipment, 52 head to the car; some buyers take 55, and have always carried all right, but we urge 50 to 52 because that will afford some space to lie down more or less during the trip. Yearlings 45 for spring shipment and 40 to 42 for fall shipment.

Railroad Rates

The following rates are in effect July 1st, 1912; changes will either be covered by paster in this booklet or in season circular: 22,000 pounds minimum per 36-foot car applies to the Mississippi river from Texas on all classes of cattle and 20,000 pounds beyond, with 16,000 pounds on calves to some states. Your local agent should be able to give that information as it occurs in connection with the feeder rate from East St. Louis:

Stamford to Kansas City	37 $\frac{1}{2}$	cents
Stamford to Omaha	46 $\frac{1}{2}$	cents
Stamford to St. Louis	43 $\frac{1}{2}$	cents
Stamford to Chicago	53 $\frac{3}{4}$	cents
Stamford to Cincinnati	58 $\frac{1}{2}$	cents
Stamford to Louisville	58 $\frac{1}{2}$	cents
Stamford to Indianapolis	58	cents
Paducah to Kansas City	36 $\frac{1}{2}$	cents
Paducah to Omaha	45 $\frac{1}{2}$	cents
Paducah to St. Louis	42 $\frac{1}{2}$	cents
Paducah to Chicago	52 $\frac{3}{4}$	cents
Paducah to Cincinnati	57 $\frac{1}{2}$	cents
Paducah to Louisville	57 $\frac{1}{2}$	cents
Paducah to Indianapolis	60	cents
East St. Louis to Detroit	18	cents
East St. Louis to Buffalo	22	cents
East St. Louis to Philadelphia	31	cents
East St. Louis to Baltimore	30	cents
East St. Louis to Cleveland	19 $\frac{1}{2}$	cents
East St. Louis to Pittsburgh	22 $\frac{1}{2}$	cents

Feeder rates from Kansas City, East St. Louis and Chicago are established to most every point east of the Missouri or Mississippi rivers, and the through rate to any destination is the rate to one of those places plus the feeder rate from that point to destination. Most points in Illinois, Iowa and Indiana take the Chicago rate; very few Missouri points exceed the East St. Louis rate; Kansas points south of Kansas City take the Kansas City rate or a few cents less. Rates in western Kansas we will in the main have to quote upon application, as there is no rule from them unless the cattle have to pass through Kansas City, and then they base on Kansas City rate with feeder rate to destination.

We do not guarantee rates but supply such information as we are able to obtain. We are often asked to get special rates which is impossible as all rates are tariff and subject to change without notice. We are, however, at all times glad to assist in the establishment of a rate when none but the sum of the locals exists, but this can only be done where there is a likelihood of continuous business, and there is rarely occasion for it.

The Sale of Heifers

At the time this booklet is written we are accumulating the bulk of our she stuff, culling it vigorously in the yearling period and sending that cut to market. We will, however, shortly come into a time when aside from maintenance, which will take about twenty per cent of our calf drop, we will sell the balance of our heifers, either for breeding or feeding. It is quite likely we shall sell the bulk of them in the calf period, but it is our thought to offer at least a part of them as yearlings, or possibly two-year-olds trimmed up to a strong breeding basis. We have sold 500 yearling heifers this summer upon that basis, and the buyers have all been very much pleased with them. We shall offer an equal number next season, and it may be of advantage to buyers to go and see some of the breeding heifers placed this year and get a line on their development. We will, upon application, give the location of nearest load to the home of inquirer. Special information about how we handle and trim up breeding heifers will be given upon application.

How to Reach Stamford

Stamford is 28 hours from Kansas City and 36 hours from St. Louis. Excursion tickets known as Homeseekers' tickets are sold from every point in the Corn Belt to Stamford and all points in the Cattle country the first and third Tuesdays of each month for one fare plus \$2.00 for the round trip, good for 21 days, and sometimes an even cheaper rate obtains. Your local agent should be able to give full information.

Stamford is about 185 miles due west of Fort Worth on the Wichita Valley Railroad and the Texas Central Railroad.

The Wichita Valley is a part of the Fort Worth & Denver system, leaving the main line at Wichita Falls. A night and day train run from Fort Worth with through Stamford sleeper on the night train. Connection is also made at Abilene with Texas Pacific trains from Fort Worth.

The Texas Central is a part of the M. K. & T. system and runs from Waco to Stamford both a day and night train, with through sleeper. It will be well to look if there is an M. K. & T. connection via Waco and it is quite likely that a through sleeper will be run via some connection from Fort Worth to Stamford over the Texas Central. A good connection now exists via the Santa Fe out of Fort Worth via Morgan on both the morning and evening trains, also connection day and night over Texas Pacific via Cisco and Texas Central.

The M. K. & T. from the north via Whitesboro connects with the Wichita Valley at Wichita Falls both day and night trains.

In a general way people from the north should come via Fort Worth on any of the several trunk lines, and as shown above there are four different ways of reaching Stamford twice in 24 hours.

S. M. S. Show Policy and Show Record

The very essence of our business is to produce commercial cattle of high average quality. No breeder can produce all tops and any topping done must affect the commercial average.

We do not put out any selected loads and do not permit any topping. Our commercial average, therefore, represents the full strength of our breeding. Every commercial load of S. M. S. Cattle has a distinct show top, and many successful full loads of show cattle have been obtained by selections from 50 S. M. S. Calves. The buyer of two loads, 100 head, naturally has a better chance, and a recent case in point illustrates an argument we have often used: i. e., that the buyer of two cars of S. M. S. Calves, 100 head, has a better chance for a show load than someone who buys a load of show calves, 20 head.

Frank J. Kallal of Jerseyville, Illinois, bought from us in the fall of 1909 two cars, 100 head, S. M. S. Standard Steer Calves (an illustration in this booklet shows these cattle in Mr. Kallal's feed lot) from which he selected a load of 15 head showing them at the International of 1910. They won \$600.00 in money, a lot of blue ribbons and stood second to the Grand Sweepstakes Cattle, but to us the interesting thing was that they won first in the Southwest District over a load of black cattle which had been the pick of a great breeding establishment and had won as feeder calves, in other words a selected load. Mr. Kallal had the advantage of making his selection as 100 head approached maturity and it oftens happens that a calf which would win when shown as a feeder calf is not in the front row at the finish.

One of the really funny things which has happened in our showing experience occurred when Mr. I. Funk of Bloomington, Illinois, took a commercial load of Red Shorthorn calves from us and showed 15 of them at the International of 1907, winning \$585.00 in money and three Blue Ribbons, including Grand Championship for Shorthorn character. A load of cattle from a distinctly dominant Hereford herd winning Grand Sweepstakes for Shorthorn character is certainly a great endorsement for our line of breeding. (See illustration of Funk's load selling in Chicago.)

For several years it was our custom to show S. M. S. Feeder Calves, but after winning all possible feeder prizes at the Chicago International of 1904, including Double Grand Championship for feeder cattle and Hereford character, we discontinued showing direct and have devoted ourselves entirely to the demonstration of the strength of S. M. S. commercial average by encouraging feeders to show Fat S. M. S. Yearlings selected from carloads of commercial S. M. S. Calves, and they have been in the list of blue ribbons every year up to and including 1910; none were shown in 1911, as all of our cattle went to feeders who do not show, and with one possible exception all the cattle in the fall of 1911 went to feeders who do not

show. We have for many years duplicated all prizes taken by S. M. S. Cattle at the Chicago International and Kansas City Royal and will do so in 1912, but after that time will make an announcement each year. We will be glad to co-operate with anyone who wishes to show S. M. S. Fat Yearlings.

S. M. S. Feed Pens and Mixer Plant

At Stamford we have a system of Feed Pens, a plant for mixing feed and a car for distributing feed which probably is as complete as anything in the United States. Our illustration shows the cattle strung out and the car putting out feed.

This car, propelled by steam, will distribute 50,000 pounds per hour with mathematical precision. Cattle pay no attention to the car after the first day or two, in fact, bunch in the corner to meet it and string out as the food is placed. The car distributes from either side and when going forward or backing.

S. M. S. Feed Pens have a capacity for 5,000 young cattle and are upon either side of a narrow gauge railroad. They are so arranged that we can shape up 40 carloads of cattle for shipment and yet hold them all on good feed and water until the train which is to take them all out backs up to our private shipping pens, which are part of the miniature stock yards.

These pens are also in the joint hands of the Federal Bureau of Animal Industry and the State Sanitary Board, who supervise the movement of all cattle through them and all dipping.

Our Throckmorton ranch cattle are brought to these pens, dipped under the above joint supervision in the arsenical preparation authorized. (See paragraph United States inspection.) All cattle while at these pens are maintained at our expense until shipped, unless otherwise specified by special statement or correspondence.

For many years we maintained calves and yearlings in these pens between November 1st and April 1st at agreed charges per head per month, and it was probably that means which enabled us to build up a trade in the Corn Belt which now takes everything we produce for fall shipment. We have discontinued the maintenance feature until such time as it may be needed, but always we have the facility for going back to it on short notice and any such plan will be announced by season circular, advertisement or special cor-

response. We demonstrated during its continuance that it was in every way practicable and every season we have had many opportunities to book cattle under our maintenance system.

The S. M. S. Mixer Plant is probably the most successful feed mixer ever invented for large quantities. It has a capacity of 200,000 pounds daily and mixes so accurately that in one million pounds there is not one per cent variation. It combines cottonseed meal, maize, molasses, cottonseed hulls and shredded sorghum or any other variety of roughness and distributes the product into bunkers from which it is loaded by gravity into the automatic distributing car. (See illustration of Mixer Plant.)

We sometimes feed for market and by the use of our Mixer Plant can balance a ration for either fattening or maintenance. Visitors will find a visit to our pens and Mixer Plant well worth the time.

Illustrations

We have tried to convey by our illustrations some idea of S. M. S. Cattle from calf form to finished beef. It is, however, very difficult to convey by photograph any fair idea of the breeding herd, and buyers can only hope to obtain a knowledge of it by personal visit and a vague idea of it from the illustrations of the finished beef product. We have tried to give some little peeps into the ranch method of handling cattle by showing cattle on the trail, dehorning and the separation of mothers and calves just before shipment. These scenes are all typical and taken during actual work and are not in any sense staged for the occasion.

Many of the photographs of the finished beef represent the top of one or two loads taken as calves. We have, however, made it a point to show several views of cattle in process of finish which include all that came in the load, and these will be recognized by the large number and the regular proportion of mottled faces.

General Observations

S. M. S. Cattle have become a known quantity in the Corn Belt. Their uniformity of breeding, development and the satisfactory prices they have commanded in finished form have been demonstrated so

many times and over such a wide area that we feel that they have established a standard of their own which any prospective buyer can satisfy himself about by general inquiry or we will be glad to furnish nearby references, since they have been fed in every Corn Belt state. It has cost us something to make S. M. S. Cattle known. We do not add that expense to the price. We only expect market value, a fair breeding profit. We believe that they are better than can be picked up about the country generally, and the thinking feeder will grant us that uniform breeding of a high class, uniform nativity and character, careful maintenance and development are qualities of value and have their influence in the net result.

Buyers' Special Attention

Everyone interested in S. M. S. Cattle should read this whole booklet, but perhaps that is asking too much. He should, however, read without fail the following paragraphs: "Terms," "S. M. S. Standard and Commercial Average," "S. M. S. Sale Cattle," "Separation Into Breed Characteristics and Shaping for Shipment," "Pasture Weights and Shrink in Transit," "Open Orders" and "Railroad Rates."

We have tried in the preceding paragraphs to show how much we wish to avoid having open orders placed with us by people who do not understand Texas conditions or who have extravagant ideas about what they are going to get. We wish to emphasize this again by the statement that we do not want any business when there is any chance for criticism or dissatisfaction, nor do we want orders from anyone who does not intend to give the cattle favorable conditions for development, and this applies especially to calves. A calf taken from us November 1st at an average age of six months needs something more than mere board. It will not do to turn him out to make a living in stalk fields, and while it seems absurd that any buyer would stand in his own light by such methods, we have known it to occur. We can not afford to have S. M. S. Cattle in the hands of anyone who will not help them to a satisfactory end. Our demonstration has shown that they will do their part. They will eat anything that natives will eat and we feel justified in the statement that the feeder and not the cattle is responsible for any other than a reasonable development and finish.

Buyers in all the great markets are familiar with S. M. S. Cattle; know how they kill and that they

average well. As a case in point, Mr. S. P. Mabie of Green, Kansas, was on the Kansas City market in the summer of 1911 with 8 cars, 169 head, of S. M. S. Steers which sold uniformly, topping the market for the day.

Swenson Lands Near Stamford

The object of this booklet is not to sell lands, but for the information of those interested we own a great deal of very fine agricultural land which is on the market or likely to be at any time, as the building of railroads make it more available. Information will be furnished upon application. We also beg special attention to the information in the page following relative to Spur Ranch Lands and Spur Farm Lands in tracts to suit purchaser.

Information

Write for any special information wanted. We are at all times glad to answer questions, and nothing pleases us more than to have anyone interested in S. M. S. Cattle go to the bottom of things.

Very truly,

SWENSON BROS.,

Stamford, Jones County, Texas.

FRANK S. HASTINGS, Manager.

STOCK FARMS AND SMALL RANCHES FROM SPUR RANCH LANDS

This famous West Texas cattle ranch has been sub-divided, and from it the man who is looking for a location for small stock ranches has a wide range of selection from which to secure tracts in size and character to meet his needs.

We offer this opportunity with wide areas of ranch lands which have for many years been sending to the markets well-bred and well-matured cattle, big in bone and heavy in flesh. Breeding and range conditions here are perfect; nutritious grasses in great variety; abundant protection—above the quarantine line. Water easily and reliably procured; invigorating climate; good rainfall; light winters; quick run to market (two shipping stations within the lands) combine to make it unexcelled for stockraising. The proof is on the range at all seasons of the year. The lands are below the plains, in the rolling country in the upper Brazos drainage.

With the grazing land we can furnish any desired percentage of adjoining high class farming land for raising winter feed, maize, kaffir corn and sorghum, pasture grasses, etc.

The best informed cattlemen look for a continuance of high prices for the future. Slaughter is now exceeding production, and there will always be an eager market for finished beef. The signs of the times all point to the wisdom of raising calves instead of buying them. The profitable result of the business is assured; the nature of the business is appealing. The lands in the Corn Belt are too expensive for the purpose. Leasing can no longer be depended upon.

A stock farm within the Spur Ranch is at once a profitable investment, and the basis of a splendid living. Price varies with the percentage and character of farming land included. Terms one-fifth down, balance in one, two, three, four, five and six years—notes payable on or before maturity.

SPUR FARM LANDS

To the man who wishes to engage in straight farming, we offer high class farm lands, suited to a great variety of crops, and sold on same terms. The farmers here are prosperous and contented, and the reliable production of these lands is proven by the many successive years of good results on farms within the body. Character of land, productiveness of soil, prices and terms considered, there is no better proposition anywhere for the man who is seeking a farming home. A farmer can own six to eight acres of fine land here for the present price of one in the Corn Belt. He can farm more acres and increase his income. The renter can become master of his own acres.

Any good farmer can make these lands pay themselves out at the prices and terms offered. The lands and conditions will stand the thorough investigation which every careful farmer will give before deciding to buy a home.

The citizenship of the country is good, with ample school and church facilities provided. It will be a pleasure to give detailed information upon application.

CHAS. A. JONES,
Manager for S. M. Swenson & Sons,
Spur, Dickens County, Texas.



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